



MAIL STOP AF  
PATENT  
Customer No. 22,852  
Attorney Docket No. 7019.0004-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
Amy MULDERRY et al. ) Group Art Unit: 3627  
Application No.: 09/473,649 ) Examiner: O'Connor, G.  
Filed: December 28, 1999 ) Confirmation No.: 1261  
For: METHOD AND APPARATUS FOR )  
MARKETING PRODUCTS OVER )  
THE INTERNET )

Mail Stop AF

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

REQUEST FOR RECONSIDERATION

On 1/2

In response to the final Office Action dated July 28, 2004, the period for response to which extends through October 28, 2004, Applicants respectfully request reconsideration of the above-captioned patent application.

In the final Office Action, the Examiner rejected pending claims 1, 2, 4, 5, and 7-9 under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 5,926,796 to Walker et al. ("Walker") in view of U.S. Patent No. 5,543,607 to Watanabe et al. ("Watanabe").

At the outset, Applicants note with appreciation the courtesy extended by the Examiner in granting a telephonic interview with Applicants' representatives on October